

Message Text

UNCLASSIFIED

PAGE 01 SAN SA 01728 151730Z
ACTION ARA-02

INFO OCT-01 ISO-00 PA-01 INR-01 /005 W
-----151732Z 093375 /41

O R 151654Z APR 77
FM AMEMBASSY SAN SALVADOR
TO USINFO IMMEDIATE
INFO SECSTATE WASHDC 3993

UNCLAS SAN SALVADOR 1728

FOR IOP/M; IPS; IBS; ILA; IMV

E.O. 11652: N/A

TAGS:

SUBJECT: MEDIA REACTION AND USIS PLACEMENT, CARTER OAS ADDRESS

1) TWO OF THE THREE COMMERCIAL TV CHANNELS MARRIED THE PRESIDENT'S ADDRESS FOR DELAYED PRIME-TIME BEAMING. CHANNEL 6 AT 1900 AND CHANNEL 4 AT 2200. ESTIMATED AUDIENCE FOR BOTH TRANSMISSIONS IS 350,000. CHANNEL 6 ALSO PLANNING WEEKEND SHOWINGS.

2. RADIO CENTROAMERICANA (WHICH REGULARLY CARRIES BOTH BUENAS NOCHES AND BUENOS DIAS AMERICA); RADIO PROGRESO; AND RADIO CHAPARRASTIQUE (IN SAN MIGUEL) BROADCAST LIVE. NATIONAL NETWORK YSKL (5 STATIONS) AND FOUR INDIVIDUAL STATIONS REBROADCAST AT 1800; 1930; AND LATE EVENING SLOTS. ANDRES MORENO'S CR FROM OAS HEADQUARTERS PLACED IN EIGHT STATIONS, INCLUDING TWO NETS. SPEECH HIGHLIGHTS AND COMMENTARY WILL BE FEATURED IN POST-PRODUCED CRONICA DE LA SEMANA FOR OVER WEEKEND PLACEMENT BY 27 STATIONS. TOTAL ESTIMATED AUDIENCE OVER ONE MILLION.

3) THIS MORNING'S LEADING, HIGH CIRCULATION DAILIES LA PRENSA GRAFICA AND DIARIO DE HOY CARRIED AP PHOTO STORIES IN CABLE PAGE SECTIONS UNDER HEADING "PRESIDENT CARTER'S POLICY WILL CONTINUE TO SHOW RESPECT FOR (LATIN AMERICAN) SOVEREIGNTY." JUMP-PAGES CARRY SPEECH HIGHLIGHTS. DIARIO DE HOY CLAIMS WEEKDAY CIRCULATION OF UNCLASSIFIED

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80,00; LA PRENSA GRAFICA, 71,500.

4. COMPLETE TEXT PRESIDENT'S ADDRESS IS BEING RUSHED THIS MORNING TO KEY GOVERNMENT, PRIVATE SECTOR, NEWSMEDIA, ACADEMIC CONTACTS IN SPECIAL "INFORMA-USIS" BULLETIN. MOE GARCIA BYLINER "CARTER OAS SPEECH DRAWS POSITIVE REACTION" WAS LEAD ITEM IN TODAY'S USIS PRESS BULLETIN.

5. EMBASSY COMMENDS ALL AGENCY ELEMENTS INVOLVED IN PREPARATORY FOLLOW-UP ACTIVITIES CONCERNING THE PRESIDENT'S ADDRESS. IPS SUPPORT WAS EXCELLENT; SATELLITE FEED WENT OFF WITHOUT A HITCH; VOA DIDN'T MISS A BEAT.

NO EDITORIAL REACTION EXPECTED UNTIL EARLY NEXT WEEK.

GRIFFITHS

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INFORMATION MEDIA, BROADCASTING, NEWS MEDIA COMMENTS, SPEECHES, REGIONAL ORGANIZATIONS
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Apr-1977 12:00:00 am
Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SANS01728
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770131-1116
Format: TEL
From: SAN SALVADOR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770452/aaaabszp.tel
Line Count: 71
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3ee198a4-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2792820
Secure: OPEN
Status: NATIVE
Subject: MEDIA REACTION AND USIS PLACEMENT, CARTER OAS ADDRESS 1) TWO OF THE THREE COMMERCIAL TV CHANNELS MARRIED THE PRESI-DENT'S ADDRESS FOR DELAYED PRIME -TIME BEAMING. CHA
TAGS: SOPN, ES, US, OAS, (CARTER, JIMMY)
To: USIA
Type: TE
vdkgwkey: odbc://SAS/SAS.dbo.SAS_Docs/3ee198a4-c288-dd11-92da-001cc4696bcc
Review Markings:
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